

Appln. No. 09/826,786

Attorney Docket No. 10954-003

I. Listing of Claims

1. (Currently Amended): A method of collecting and disseminating survey information comprising:
 - establishing communication between a client and a survey collector;
 - receiving by the survey collector of a first survey request from the client;
 - inquiring the client with a survey questionnaire from the survey collector;
 - receiving by the survey collector from the client of a survey response to the survey questionnaire;
 - receiving by the survey collector of identifying indicia from the client, the identifying indicia being related to the survey questionnaire;
 - attempting verification of the identifying indicia of the client; and
 - providing to the client a response related to the first survey request.
2. (Original): The method of Claim 1 wherein the step of establishing communication is done via the internet.
3. (Original): The method of Claim 1 further comprising the step of relating the survey questionnaire by subject matter to the survey request
4. (Original): The method of Claim 3 wherein the first survey request and the survey questionnaire are related to automotive vehicles.
5. (Original): The method of Claim 1 wherein the step of inquiring with the survey questionnaire includes requesting the identifying indicia from the client.
6. (Original): The method of Claim 1 wherein the identifying indicia is a product identification number.
7. (Original): The method of Claim 1 wherein the identifying indicia is a VIN number.

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8. (Original): The method of Claim 1 wherein said attempting verification step includes the step of correlating the identifying indicia to a database.

9. (Original): The method of Claim 8 wherein said correlating step determines if a relationship exists between the identifying indicia and the subject matter of the survey questionnaire.

10. (Original): The method of Claim 8 wherein said correlating step determines if a relationship exists between the identifying indicia and the client.

11. (Original): The method of Claim 8 wherein said correlating step determines if a relationship exists between the identifying indicia and the client and the survey questionnaire.

12. (Original): The method of Claim 1 wherein the step of providing a response provides to the client a composite survey response.

13. (Original): The method of Claim 12 wherein the composite survey response is unrelated to the survey questionnaire.

14. (Original): The method of Claim 12 wherein the composite survey response is generally related to the survey questionnaire.

15. (Original): The method of Claim 1 wherein the step of providing a response provides to the client a refusal of the first survey request.

16. (Original): The method of Claim 1 further comprising the step of assimilating the survey response into a composite survey response.

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17. (Original): A computer implemented system for collecting and disseminating survey information from a Web site, said system comprising:
a survey questionnaire system which electronically forwards a survey questionnaire on a product to a requesting client;
a product ownership verification system which uses information provided by the client to determine ownership by the client of the product which is the subject of the survey questionnaire; and
a survey results system which forwards a requested survey result to the client.

18. (Original): The system of Claim 17 wherein the verification system utilizes a database to correlate the information provided by the client with ownership of the product by the client.

19. (Original): The system of Claim 18 wherein the verification system utilizes a database publicly accessible via the internet.

20. (Original): The system of Claim 18 wherein the verification system utilizes a subscription based database accessible via the internet.

21. (Original): The system of Claim 17 wherein the verification system utilizes a VIN number to determine ownership of an automobile vehicle.

22. (Original): The system of Claim 17 wherein the verification system grants access to the survey results system upon verifying ownership of the product by the client.

23. (Original): The system of Claim 17 wherein the verification system denies access to the survey results system upon the inability to verify ownership of the product by the client.

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24. (Original): The system of Claim 17 further comprising an incentive system whereby the client is entered into a drawing upon completion of a survey questionnaire.

25. (Original): The system of Claim 24 wherein a prize of the drawing in the incentive system is one of the following group: a monetary payoff of a loan taken out by the client to purchase the product; a monetary payoff of a specified number of loan or lease payments by the client to acquire the product; and fixed monetary amount.

26. (Original): The system of Claim 17 wherein the survey questionnaire system includes software adapted to forward a survey questionnaire to be completed and electronically returned to the survey questionnaire system.

27. (Original): The system of Claim 17 wherein the survey results system includes software adapted to update a survey answers database upon completion and return of the survey questionnaire by the client.

28. (Original): The system of Claim 17 further comprising a client registration system including software which manages data regarding clients previously utilizing the system and including a registered member database.

29. (Original): The system of Claim 17 wherein the survey questionnaire relates to automotive vehicles.

30. (Original): The system of Claim 17 wherein the requested survey results relates to automotive vehicles.